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Claims

1. A magnetic label stock tape wherein the edges of the tape extending beyond the edges of the magnet are less prone to damage in handling in labeling machines consisting essentially of:

- 10 a) a translucent tape having a longitudinal direction and a transverse direction and a dimension in said transverse direction, and having at least one major release surface; and
- b) a plurality of magnetic labels, each of said magnetic labels having at least one major surface at least partially covered with a pressure sensitive adhesive, said labels being
- 15 fixed on said release surface by means of said pressure-sensitive adhesive;
- wherein said labels being spaced in said longitudinal direction by a distance sufficient to permit transmission of an optical signal through said tape between said magnetic labels, and
- wherein at least some of said tape having a dimension in said transverse direction
- 20 substantially equal or extending beyond said transverse dimension of the magnet.